

CLAIMS

I claim:

1. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:
 - a. receiving a broadcast with embedded information about the broadcast;
 - b. extracting content from said broadcast, for displaying to the viewer;
 - 10 c. extracting said embedded information from said broadcast;
 - d. storing said embedded information;
 - e. sending said embedded information and viewer information to a remote computer;
 - f. receiving specific incentives based on said embedded information and said viewer information sent.
- 15 2. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:
 - 20 a. receiving a broadcast with information about the broadcast imbedded into the broadcast at regular time periods, said information including timestamps;
 - b. extracting content from said broadcast, for displaying to the viewer;
 - 25 c. extracting said embedded information from said broadcast;
 - d. incrementing counters for counting time slices during said time periods;
 - e. storing said embedded information and said counter values;
 - f. sending said embedded information and said counter values and viewer information to a remote computer;
 - 30 g. receiving specific incentives based on said embedded information and said counter values and said viewer information sent.

3. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising

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- a. imbedding information about a broadcast along with the broadcast content;
 - b. broadcasting said content with said embedded information to a remote viewer of the content.

4. The method of Claim 3 further comprising:

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- a. receiving information from said viewer about said broadcast;
 - b. sending specific incentives to said viewer based on said information received.

5. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

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- a. imbedding information about the broadcast along with the broadcast content at regular time periods;
 - b. broadcasting said content with said embedded information to a remote viewer of the content.
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6. The method of Claim 5 further comprising:

- a. receiving information from said viewer about said broadcast;
 - b. receiving counter values for the number of time slices viewed by said viewer;
 - c. sending specific incentives to said viewer based on said information received and said counter values received.
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7. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

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- a. receiving information about a broadcast from a remote viewer of said broadcast;

b. sending specific incentives to the remote viewer based on said information received.

8. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. receiving counter values for the number of time slices viewed by the viewer;

c. sending specific incentives to the remote viewer based on said information received and said counter values received.

9. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. searching a database for information about sponsors of the content of said broadcast and the incentives offered by said sponsors;

c. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received from said viewer;

d. sending said Web page back to said viewer.

10. A method for allowing content to be broadcast without commercial interruption, yet letting the company or companies sponsoring the broadcast to offer purchasing incentives to viewers, the method comprising:

a. receiving information about a broadcast from a remote viewer of said broadcast;

b. receiving counter values for the number of time slices viewed by said viewer;

c. searching a database for information about sponsors of the content and the incentives offered by said sponsors;

- d. creating a Web page containing links to all sponsor incentive websites and to specific incentives based on said database information and said information received and said counter values;
- e. sending said Web page back to said viewer.

5